What is claimed is:

1(currently amended). A holding device for a shower hose, comprising:

a feed-through element,

a shower hose led through the feed-through element, wherein the shower hose can be pulled longitudinally out from the feed-through element to a position at which the hose can be retained by a retaining mechanism, and from which the hose can be retracted back through the feed-through element,

wherein the [a] retaining mechanism is disposed at the feed-through element for securing the shower hose against movement in one direction, and has with a detachable coupling for coupling and decoupling the shower hose with the retaining mechanism, wherein the retaining mechanism allows the shower hose to be pulled out, and when coupled prevents the shower hose from being pulled back, and when decoupled allows the shower hose to be pulled back, wherein the detachable coupling is actuated for said coupling and decoupling, manually by manipulation of the shower hose.

2(currently amended). The holding device as claimed in claim 1, wherein the retaining mechanism is disposed en in the feed-through element.

3(currently amended). The holding device as claimed in claim 1, wherein the coupling can be actuated manually by action of the retaining mechanism upon the feed-through element.

4(canceled).

5(previously presented). The holding device as claimed in claim 1, wherein the coupling can be released by pulling on the shower hose and engaged by renewed pulling.

6(previously presented). The holding device as claimed in claim 1, wherein the shower hose is secured at least partially by force closure.

7(previously presented). The holding device as claimed in claim 1, wherein the shower hose is at least one of ribbed and coiled, and securement is realized at least partially by form closure.

8(previously presented). The holding device as claimed in claim 1, wherein the retaining mechanism is configured such that the retaining mechanism secures the shower hose only in a certain rotary position and in another rotary position lets the shower hose through.

9(previously presented). The holding device as claimed in claim 1, wherein the retaining mechanism has a sleeve, which, at one position at least, has an inwardly projecting oblique surface.

10(previously presented). The holding device as claimed in claim 9, wherein, in the rest of a circumferential region apart from the inwardly projecting oblique surface, the sleeve has a configuration in which the internal diameter is not reduced.

11(previously presented). The holding device as claimed in claim 9, wherein the sleeve comprises an outer sleeve and the retaining mechanism has a clamping sleeve, which is guided in the outer sleeve so as to be movable to a limited degree and, at one circumferential position at least, has an outwardly protruding projection.

12(previously presented). The holding device as claimed in claim 11, wherein a circumferential extent of the projection is smaller than a circumferential extent of a portion of the outer sleeve that is free from the oblique surface.

13(previously presented). The holding device as claimed in claim 11, wherein the projection is configured so as to be flexible in a radial direction.

14(previously presented). The holding device as claimed in claim 13, wherein the projection, upon radial movement inward, enters into at least one of force and form closure with the shower hose (5) led through the clamping sleeve.

15(previously presented). The holding device as claimed in claim 11, wherein the projection is configured on a molded-on tongue of the clamping sleeve.

16(previously presented). The holding device as claimed in claim 11, wherein the projection is configured on a separate component.

17(previously presented). The holding device as claimed in claim 1, wherein the clamping sleeve is configured such that, when the shower hose is moved, the clamping sleeve is carried along with the shower hose in a longitudinal direction.

18(previously presented). The holding device as claimed in claim 11, comprising a connecting link guide between the outer sleeve and the clamping sleeve, which aligns at least one said projection of the clamping sleeve alternately with at least one said oblique surface and an interspace with the at least one said oblique surface.

1 19(previously presented). The holding device as claimed in claim 18, 2 wherein the connecting link guide has a connecting link on the outer sleeve 3 and at least one pin on the clamping sleeve.

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20(previously presented). The holding device as claimed in claim 18, wherein the connecting link guide allows a full rotation of the clamping sleeve.